

OCTOBER 2023

SHAPING PLACES FOR HEALTHIER LIVES

TACKLING FOOD INSECURITY IN SOUTH WEST SHROPSHIRE



YEAR 2

A SUMMARY OF OUR PROGRESS AND ACHIEVEMENTS

YEAR 3

OUR PLANS



INTRODUCTION

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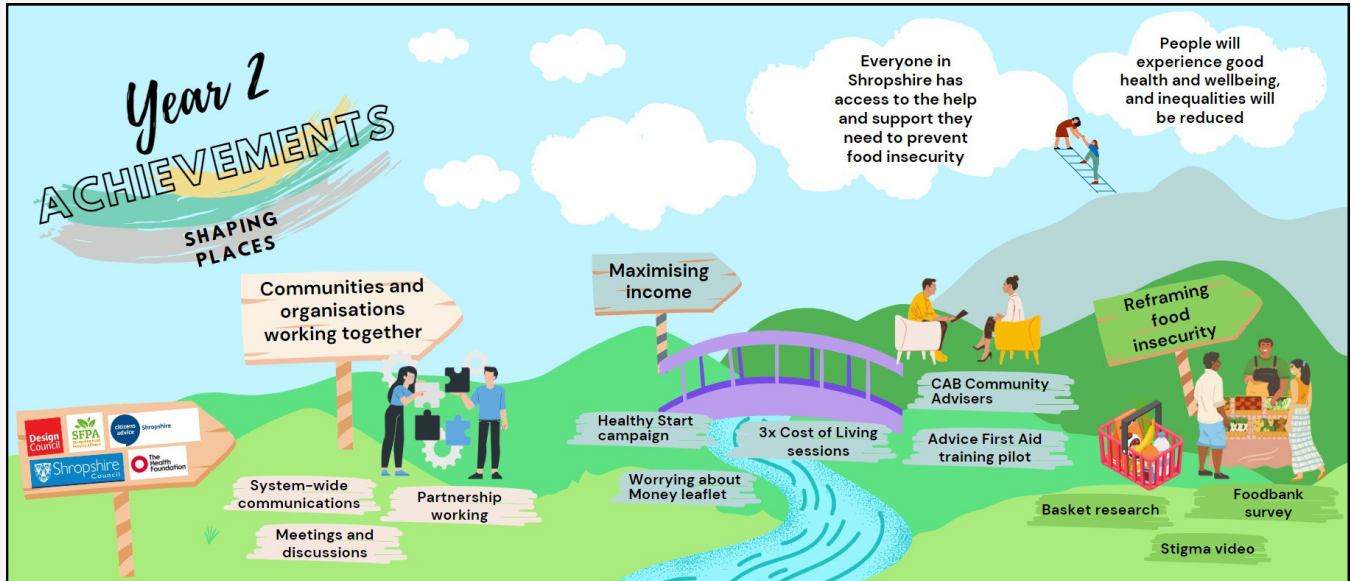
As we approach the start of the third, and final year of the Shaping Places programme, we have reflected on our progress to date, identified our strengths and key learnings from year 2, in order to create our project plan for year 3.

THIS UPDATE OUTLINES

- The achievements of year 2
- Focus for year 3
- Where we are seeing systems change by taking a whole systems approach in tackling the levers identified in the Discovery Phase
- Our key learnings

YEAR 2 ACHIEVEMENTS - AT A GLANCE

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BELIEFS

Residents feel they can come forwards for support, and that they will be treated with respect

GOALS

- Share a message of hope
- System partners believe that change is possible
- Changes are embedded across the system

STRUCTURES

- Frontline staff trained
- Improved information flows

EVENTS

- People get the help they need
- Budgets are increased

FOCUS FOR YEAR 3

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UPDATES TO OUR THEORY OF CHANGE...

Following a reflection session, our team decided that whilst the majority of our vision still feels relevant and holds true, we no longer feel that we can include the phrase "sufficient income".

With the cost of living crisis leaving many households with negative budgets, an increasing number in food insecurity, and with publicised information around unclaimed benefits, focusing instead on "maximising income" will have more impact.

IN YEAR 3, CONTINUE...

- **System-wide partnership working**
- **Community meetings in SW Shropshire**
- **Discussions with strategic decision makers**
- **System-wide communications**
- **Training sessions: Maximising Incomes and CAB Advice First Aid**
- **Promote Ask, Assist, Act**
- **Sharing our learning**
- **Support community groups with grants and projects**

IN YEAR 3, FOCUS ON...

- **Hope**
- **Go where the energy is**
- **The power of storytelling**
- **Tell our story to inspire others**
- **Grassroots change**

CHANGES AND CHALLENGES...

- During year 2, we used some of the funding for a Citizens Advice Community Adviser - we identified this to be a need in the community during the discovery phase and subsequent conversations
- There have been changes in staff and partners
- Cost of living crisis continues to have an impact on residents and the organisations who support them
- Organisations and foodbanks are under pressure and are dealing with more complex issues, this is leading to knee-jerk decisions being made

EVIDENCING SYSTEMS CHANGE

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BELIEFS

We will aim to change the norms, attitudes and values of people or organisations that are operating in the system.

GOALS

We will aim to change the stated aims, targets or ambitions that the individuals, organisations, or the system as a whole are working towards.

STRUCTURES

We will aim to change mechanisms such as the flows of information, resources, relationships and processes that define how different parts of the system interact.

EVENTS

We will aim to change the things that happen in our system, like the behaviour of individuals or how services treat outcomes.

HOW DO YOU CHANGE THESE SYSTEMS TO IMPROVE THE WIDER DETERMINANTS OF HEALTH?

The four key measures of evidencing systems change in the Shaping Places programme include where changes are seen in:

1. **Beliefs**
2. **Goals**
3. **Structures**
4. **Events**

And reviewing each measure against the following system levels:

1. **System Wide**
2. **Community**
3. **Organisational**
4. **Individual**

Impact:

1. Highest → 4. Lowest

SYSTEM LEVERS > SYSTEM CHANGE

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LEVER 1: STRENGTHEN THE SYSTEM

CREATING A LEARNING AND FEEDBACK STRUCTURE WHICH BRINGS PARTNERS TOGETHER FROM ACROSS THE SYSTEM

OUR WORK STREAMS...

We have continued to work system-wide, across a vast array of work streams: The Social Taskforce, Hardship & Poverty group, Cost of Living Communications group, Healthy Lives Steering Group, HAF Steering Group, Shropshire Food Poverty Alliance, Shropshire Food Bank Network Meetings, Healthy Start group, Money Advice Forum, VCSA, SALC food poverty steering group

KEY ACTIVITIES...

- Social dreaming exercise at Food Partnership conference
- Sessions for strategic decision makers to provide a fuller understanding of food poverty & whole systems working (Shropshire Council Members, Shropshire Good Food Summit, Health Wellbeing & Prevention Directorate)
- Roundtable discussions on key issues – link to Healthy food for all working group
- Link to Good Food Partnership & Healthy Weight Strategy to provide further insight into food poverty.
- Communications with partners about food poverty & whole systems working
- Updates shared via partner newsletters

BELIEFS

- Increased awareness of support available
- residents feel can come forwards for support

STRUCTURES

- Information flows developed
- Shared, consistent messaging
- New groups established, and improved relationships

GOALS

- Food Poverty included in Healthy Weight Strategy
- Target in ICS LMNS Infant feeding strategy; Shropshire Council Health Inequalities Plan
- Visualise changes needed in the food system

EVENTS

Residents received information about help available via various channels

SYSTEM LEVERS > SYSTEMS CHANGE

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LEVER 2: ECONOMIC

ENABLING INDIVIDUALS TO MAXIMISE THEIR INCOME

KEY ACTIVITIES...

Developing Resources:

- Created a [Healthy Start](#) campaign
- Launched a Cost of living comms campaign ([Website](#), Social media, Videos, Leaflets, Self-help checklist)
- Updated the [Worrying About Money Leaflet](#), Includes languages other than English
- Developing Rural signposting information
- Promoted a Cash First Approach -Shropshire Council taking cash first approach via Household Support Fund
- Offering proactive outreach - Cost of living helpline (25,000 residents contacted since Oct 22)
- CAS community adviser in foodbanks SW Shropshire

Training:

- Delivered three Cost of living briefing sessions to front line workers. Viewed by over 650 people
- Partner agencies included Community Resource, the Shropshire Food Poverty Alliance, Age UK, Marches Energy Agency, and Shropshire Citizens' Advice
- Designed and delivered Citizens Advice First Aider (AFA) Training pilot, over two sessions, 20 participants - with more sessions planned for year 3

Comms:

- Maximising Income
- Referral pathways (money and health advice)

EVENTS

Staff/volunteers know where to signpost, and how to have non-stigmatising conversations around financial issues

STRUCTURES

CAB Community adviser available now in SW Shropshire

BELIEFS

- Greater empathy for those experiencing financial challenges and the associated stigma in asking for help
- We can all help

SYSTEM LEVERS > SYSTEMS CHANGE

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LEVER 3: SOCIAL

REFRAMING FOOD INSECURITY

KEY ACTIVITIES...

Tackling stigma:

- Created a Stigma Video ([watch here](#))
- Created a Tackling Stigma infographic
- Offered Stigma training for HAF providers

Collecting evidence:

- Supporting CAS & SFPA research into the experiences of foodbank clients in accessing services in Shropshire
- Foodbank Surveys and basket research
- Expanding our understanding of the systems in which we are working, and the challenges faced by residents

Comms:

- Worked with Cost-of-living communications group to produce communications which reduce stigma
- Sharing stories of people with lived experience
- Develop communications plan for health professionals around food insecurity and health inequalities

EVENTS

- CAS have changed their service delivery
- Stretton foodbank have made changes to their service
- Basket research is relatable and engaging

STRUCTURES

Wider sharing of our evidence and graphics

GOALS

- To encourage people to come forward for support
- To improve support services

BELIEFS

- Understanding of local issues
- Attitudes towards people needing support

SYSTEM LEVERS > SYSTEMS CHANGE

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LEVER 4: COMMUNITY

BUILD ON LOCAL ASSETS TO DEVELOP SUSTAINABLE COMMUNITY LED SOLUTIONS

KEY ACTIVITIES...

Community presence:

- Visiting SW organisations and having conversations around key issues
- Attending and hosting place-based community meetings
- Building relationships and developing our community networks
- Collaborating with Stretton foodbank on a survey
- Having conversations with people with lived experience
- Sharing local data and evidence at meetings
- Support for community groups to apply for grants (year 3)

Convening and facilitating:

- Bringing together organisations in order to develop services (support for foodbanks)
- Collating localised data (which is better received)
- Co-produce community led solutions
- Encouraging community organisations to work together
- Sharing examples of community projects

STRUCTURES

- New community food group set up in Church Stretton
- Improved information flows

BELIEFS

- There are possible solutions
- We can improve our services
- Building trust

GOALS

To work in collaboration with other organisations to tackle food insecurity

YEAR 2 LEARNINGS

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SIMPLIFY THE MESSAGE...

We have been working on how we can refine and simplify our messaging. We appreciate people are working under increasing pressure, with limited time, so being more selective in our messages, use of language, and visuals is key.

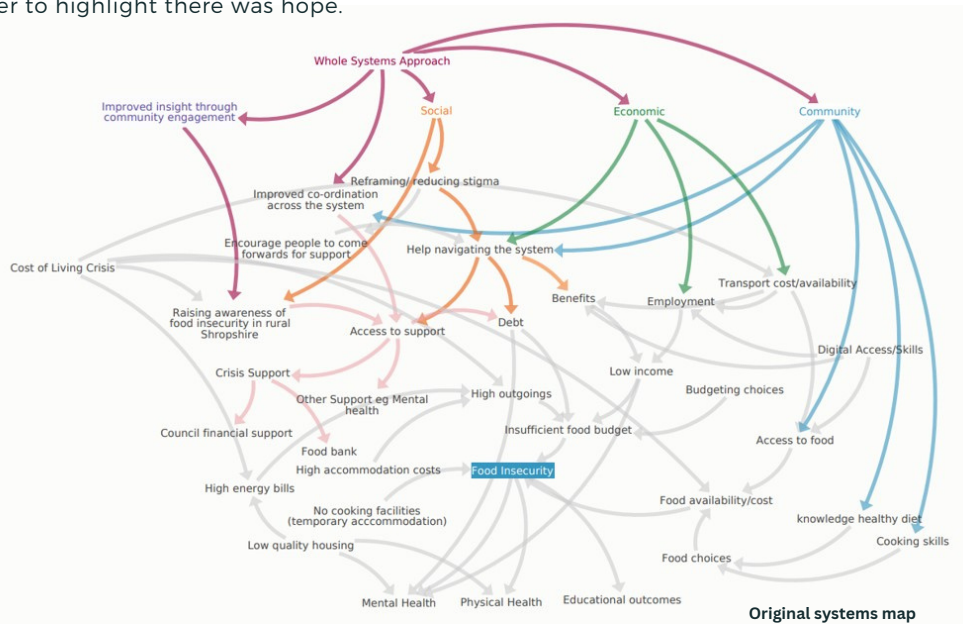
We started by re-working our original systems map in order to make it easier to understand, and also offered some local solutions to the issues, in order to highlight there was hope.

THE FOUR KEY LEVERS FOR CHANGE

- Whole Systems Approach
- Social
- Economic
- Community

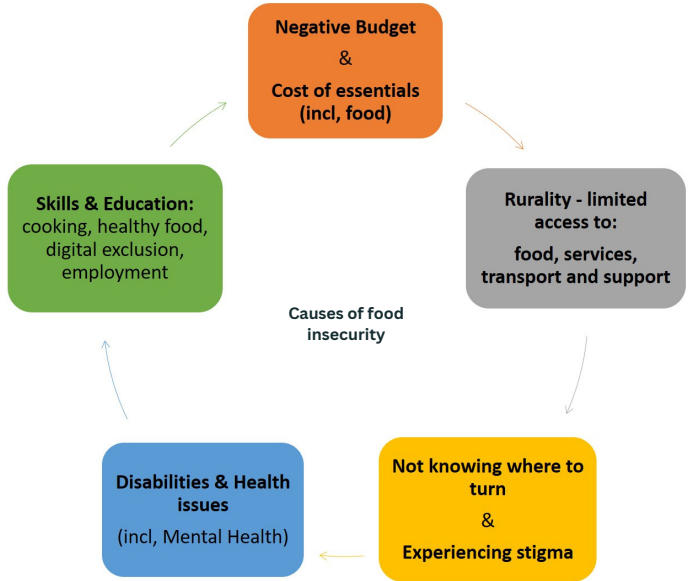
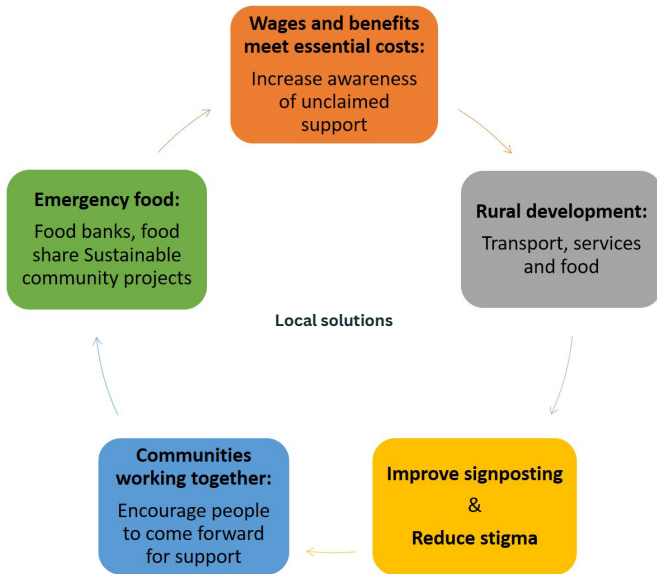
SIMPLIFIED TO MEASURE PROGRESS

- Communities and organisations working together
- Maximising Income
- Reframing Food Insecurity



SHARING SOLUTIONS AS WELL AS CAUSES

In addition to identifying the causes of food insecurity and presenting current data and evidence around the landscape of poverty, we are also aware of how important it is to also offer solutions.



What can feel like an overwhelming system to change needs to also offer the potential for local solutions. By presenting both elements we have found an increase in participation when we present our call for action. It also ties in with selling hope, and how everyone has a part to play.

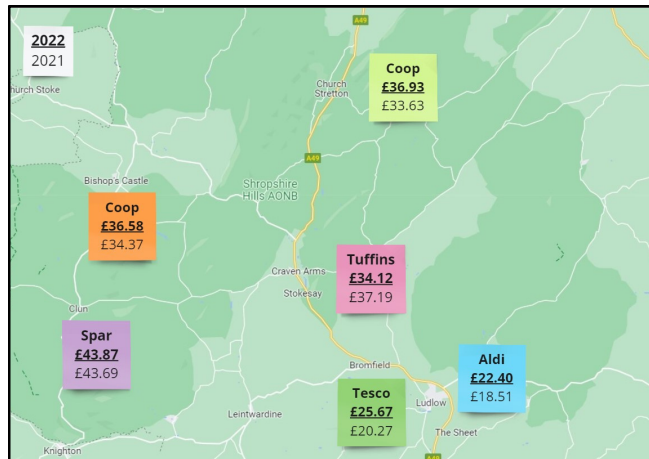
These graphics were created from the original systems map, as part of our simplification of messages

A CALL FOR ACTION

We have also been simplifying and developing our call to action, which now focuses on just three words: Ask, Assist and Act. We can use this framework to develop a call for action across various parts of the system, and invite people to identify how they can make changes - whether goals, beliefs, events and structures, in order to better support their residents. This framework will also be shared in communications and training in year 3.



Ask, Assist, Act graphic



Basket research, map 2021-2022

ADAPTING OUR APPROACHES DEPENDING ON LOCATION

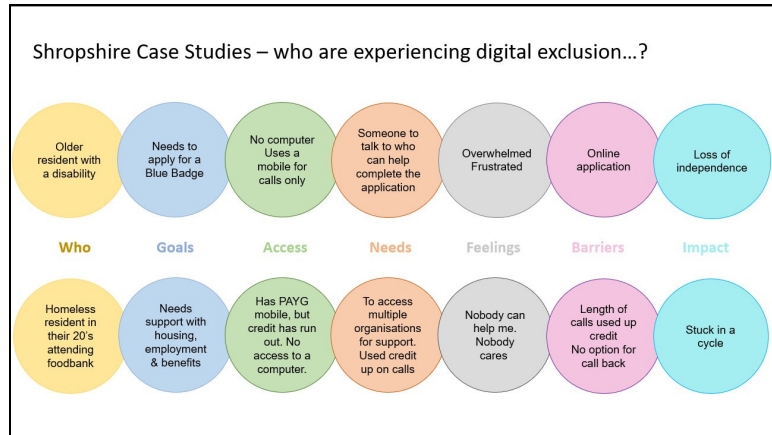
Each town has a different dynamic: whether that is how the foodbank operates, the relationships between organisations, local tensions or the capacity within that town. We have found that presenting hyper-localised data has been more engaging than national data. Whilst national case studies do have an impact, they must contain the key elements which are relatable to a rural population. Ensuring audiences connect with our evidence has been vital in order to initiate grassroot systems change, and the basket research has been key to that.

SELLING A POSITIVE VISION & HOPE

We have been inspired by the Design Council's *Characteristics of Changemakers* webinar series focusing on the importance of hope. We have been reflecting on how we tell the story of our project and what we are aiming to achieve. With an increasingly complex situation developing around food insecurity, simple messages focused on hope are more likely to be received and heard than messages which focus on how difficult the situation is.



SPHL Shropshire *Vision* graphic



Digital exclusion journey map, graphic

STORYTELLING

Another element inspired by the *Characteristics of Changemakers* webinar series, and our coaching, was to focus on storytelling in wider meetings. We used the *journey mapping* template supplied by the Design Council to explore the experience of local residents with digital exclusion which we presented in a Social Taskforce meeting. The session shared case studies and invited others to share their stories - very powerful!

IMPORTANCE OF MEETING IN PERSON

This year, we have held informal, in-person sessions with key partners involved in the Shaping Places work so that we can brainstorm and work more collaboratively. These sessions have been really helpful in helping to build relationships, find links between workstreams and identify areas for action. We have also been holding in-person community meetings.

OUR "LITTLE WINS"...

- The Citizens Advice community adviser and other services now supporting foodbank clients
- Stretton Foodbank are starting to make changes to their service based on the results of our survey.
- Increase in referrals to CAB due to the AFA Training
- Discussions around how we can support vulnerable residents across the system
- Organisations collaborating to offer local solutions



Church Stretton community discussion

MONITORING AND CELEBRATING CHANGE

When surrounded by regular negative news articles and new reports being published, all outlining the increasingly difficult experience of people experiencing food insecurity, it is becoming more important to identify and record where small positive changes are happening as a result of this project.

When feeling overwhelmed by the enormity of complex systems change, looking for little wins can really help. Sharing these developments also further engages our audience, offers a sense of hope and highlights that change is possible.

PARTNERSHIP WORKING

Whilst working in different organisations can have its challenges, we are finding that partnership working is a real strength in our Shaping Places team when it comes to systems change. We are continually developing our own processes which help us to work more collaboratively, and further sharing the importance of partnership working when presenting in meetings.

With all partners being brought together in the shared vision of Shaping Places, we can utilise our differences in voice, reach, visibility and evidence to strengthen our approaches to systems change.



SPHL London event



STEPPING BACK AND REFLECTING

In a landscape surrounded by constant change and increasing pressure, as a team we have learnt the importance of taking time to reflect, take stock and prioritise how to move forward. Feeling overwhelmed doesn't lead to a productive work environment, so allowing ourselves permission to stop, reflect and discuss has been very beneficial. This also gives us an opportunity to identify what resources and evidence we currently hold and if it has been shared as widely as possible.



SPHL London event - Shropshire graphic recording